

Abstract

A system and process for targeting programming (including, but not limited to, advertising) to users by utilizing media object to provide specific content to a user, or groups of users, based upon user profiling information is described. More specifically, the system and method provides

5 for the generation of media object based content, formatting and transmitting the content, and receiving and presenting the content to a user based upon user profile information. The system includes a media object creator, which creates media objects utilized in a programming signal, a transmitting system for transmitting the media objects, a receiving system connected to a presentation device for receiving and presenting the media objects and a user profiling system

10 which determines which media objects a user is to received based upon user profile information.